

Report Date: 06 Jan 2014

**Summary Report for Individual Task
805B-79R-3203
Conduct Face-to-Face Prospecting (ET)
Status: Approved**

DISTRIBUTION RESTRICTION: Approved for public release; distribution is unlimited.

DESTRUCTION NOTICE: None

Condition: You have an approved recruiting operational plan with daily requirements and known leads. You have access to all required references and equipment. You have access to leader direction and guidance. Standard MOPP conditions do not exist for this task. See the MOPP statement for specific conditions.

Standard: Conduct prospecting by applying each type of activity to gain a disposition on known leads. Successful prospecting will include: Telephone call/text o Completing a pre-call plan o Begin to build trust and credibility (rapport) o Stating the reason for your contact o Identifying to the lead the need for a plan to achieve their goals o Establish your value to the contact o Identify facts and eliminate assumptions o Engender a commitment (ask for the appointment) o Execute the decision o Ask for a referral o Validate appointment Face to Face o Prepare for face to face activities o Begin to build trust and credibility o State the reason for the contact o Explain the importance of having a plan to achieve their goals o Establish your value to the contact o Identify facts and eliminate assumptions o Engender a commitment (ask for the appointment) o Ask for a referral o Confirm the appointment Email o Access Recruiter Zone o Select the "people" tab to schedule a campaign o Select "email" and click next o Choose the applicable criteria and click find o Select desired leads from list and click next o Select a template and add a personal message if desired o Select "Finish" o Upon receipt of a response, either remove the lead from the email list or contact the prospect to make an appointment.

Special Condition: None

Safety Level: Low

MOPP: N/A

Task Statements

Cue: None

DANGER

None

WARNING

None

CAUTION

None

Remarks: None

Notes: None

Performance Steps

1. Conduct prospecting using one of the proven techniques

Note: This task should be evaluated based on the technique being employed.

2. Conduct telephone call or text prospecting

a. Develop a precall plan

(1) Define who it is you intend to contact

(2) Filter List by specified parameters

(3) Sort list by last contact

b. Begin building trust and credibility

(1) Introduce self with rank, name, and service

(2) Use a scripted opening based upon blueprint information

(3) Discover additional blueprint information

(4) Correctly provide an Army Story and tie it into the reason for the contact

c. State the reason for the contact

(1) Establish for the lead that you are there to assist him/her

(2) Apply an Army Story to this purpose

d. Identify to the lead the need for a plan to achieve their goals

(1) Discover a goal/passion

(2) Determine the need to develop a goal

e. Engender a commitment

(1) Ask for an appointment to conduct The Army Interview

(2) Attempt to overcome obstacles

(3) Respect and support the decision

(4) Should the prospect decline an appointment, attempt to include prospect in the recruiter's network.

f. Execute the decision if the lead makes an appointment

(1) If the situation permits, attempt to prequalify the lead.

(2) Establish a specific date, time, and place to conduct The Army Interview

(3) Attempt to identify any influencers and include them in the interview

(4) Determine if transportation is required

g. Ask for a referral

h. Validate appointment

(1) Restate the date, time, and location of the appointment

(2) Obtain all contact information from the lead and provide lead with recruiter contact information.

3. Conduct face-to-face prospecting

a. Prepare for face to face activities

(1) Define who it is you intend to contact

(2) Filter List by specified parameters

(3) Sort list by last contact

(4) Map out route

(5) Prepare market specific materials for handout (RPI's, PPI's, Posters)

(6) Gather Leads Cards RPI 954

(7) Use Buddy System

b. Begin building trust and credibility

(1) Introduce self with rank, name, and service

(2) Use a scripted opening based upon blueprint information

(3) Discover additional blueprint information

(4) Correctly provided An Army Story and tied it into the reason for the contact

c. State the reason for the contact

(1) Establish to the lead that you are there to assist him/her

(2) Applied an Army Story to this purpose

d. Identify to the lead the need for a plan to achieve their goals

(1) Discover a goal/passion

(2) Determine the need to develop a goal

e. Engender a commitment

(1) Ask for an appointment to conduct The Army Interview

(2) Attempt to overcome obstacles

(3) Respect and support the decision

(4) Should the prospect decline an appointment, attempt to include prospect in the recruiter's network.

f. Execute the decision if the lead chooses to make an appointment

(1) If the situation permits attempted to prequalify the lead.

(2) Set a specific date, time, and place to conduct The Army Interview

(3) Attempt to identify any influencers and included them in the interview

(4) Determine if transportation is required

g. Ask for a Referral

h. Validate Appointment

(1) Restate the date, time, and location of the appointment

(2) Provide the lead with a business card

4. Conduct email prospecting

a. Access Recruiter Zone

b. Schedule campaign from "people" tab

c. Select email and click next

d. Choose applicable criteria and click find

e. Select leads from list and click next

Note: A maximum of 100 emails can be generated at one time

f. Select template and add personal message

g. Select finish

Note: Responses will come to the senders assigned USAREC email account to either remove them from the email list or to agree to appointment with a recruiter.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: None

Evaluation Preparation: None

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Conducted prospecting using one of the proven techniques			
Note : This task should be evaluated based on the technique being employed.			
2. Conducted telephone call or text prospecting			
a. Developed a precall plan			
(1) Defined who it is you intend to contact			
(2) Filtered List by specified parameters			
(3) Sorted list by last contact			
b. Began building trust and credibility			
(1) Introduced self with rank, name, and service			
(2) Used a scripted opening based upon blueprint information			
(3) Discovered additional blueprint information			
(4) Correctly provided an Army Story and tied it into the reason for the contact			
c. Stated the reason for the contact			
(1) Established for the lead that you are there to assist him/her			
(2) Applied an Army Story to this purpose			
d. Identified to the lead the need for a plan to achieve their goals			
(1) Discovered a goal/passion			
(2) Determined the need to develop a goal			
e. Engendered a commitment			
(1) Asked for an appointment to conduct The Army Interview			
(2) Attempted to overcome obstacles			
(3) Respected and supported the decision			
(4) Should the prospect decline an appointment, attempted to include prospect in the recruiter's network.			
f. Execute the decision if the lead chooses to make an appointment			
(1) If the situation permits, attempted to prequalify the lead.			
(2) Established a specific date, time, and place to conduct The Army Interview			
(3) Attempted to identify any influencers and included them in the interview			
(4) Determined if transportation is required			
g. Asked for a referral			
h. Validated appointment			
(1) Restated the date, time, and location of the appointment			
(2) Provided the lead with a business card			
3. Conducted face-to-face prospecting			
a. Prepared for face to face activities			
(1) Defined who it is you intend to contact			
(2) Filtered List by specified parameters			
(3) Sorted list by last contact			
(4) Mapped out route			
(5) Prepared market specific materials for handout (RPI's, PPI's, Posters)			
(6) Gathered Leads Cards RPI 954			
(7) Used Buddy System			
b. Began building trust and credibility			
(1) Introduced self with rank, name, and service			
(2) Used a scripted opening based upon blueprint information			
(3) Discovered additional blueprint information			
(4) Correctly provided An Army Story and tied it into the reason for the contact			
c. Stated the reason for the contact			
(1) Established to the lead that you are there to assist him/her			
(2) Applied an Army Story to this purpose			

d. Identified to the lead the need for a plan to achieve their goals			
(1) Discovered a goal/passion			
(2) Determined the need to develop a goal			
e. Engendered a commitment			
(1) Asked for an appointment to conduct The Army Interview			
(2) Attempted to overcome obstacles			
(3) Respected and supported the decision			
(4) Should the prospect decline an appointment, attempted to include prospect in the recruiter's network.			
f. Executed the decision if the lead chooses to make an appointment			
(1) If the situation permits attempted to prequalify the lead.			
(2) Set a specific date, time, and place to conduct The Army Interview			
(3) Attempted to identify any influencers and included them in the interview			
(4) Determined if transportation is required			
g. Asked for a Referral			
h. Validated Appointment			
(1) Restated the date, time, and location of the appointment			
(2) Provided the lead with a business card			
4. Conducted email prospecting			
a. Accessed Recruiter Zone			
b. Scheduled campaign from "people" tab			
c. Selected email and clicked next			
d. Chose applicable criteria and clicked find			
e. Selected leads from list and clicked next			
Note : A maximum of 100 emails can be generated at one time			
f. Selected template and added personal message			
g. Selected finish			
Note : Responses will come to the senders assigned USAREC email account to either remove them from the email list or to agree to appointment with a recruiter.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	USAREC MANUAL 3-0	Recruiting Operations	Yes	No
	USAREC MANUAL 3-01	The Recruiter Handbook	Yes	No
	USAREC PAM 601-32	Recruiting and Station Commander Army Recruiting Information Support System User's Manual	Yes	No

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects.

Safety: In a training environment, leaders must perform a risk assessment in accordance with FM 5-19, Risk Management. Leaders will complete a DA Form 7566 COMPOSITE RISK MANAGEMENT WORKSHEET during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel

are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination. "Everyone is responsible for safety. A thorough risk assessment must be completed prior to every mission or operation."

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None

ICTL Data :

ICTL Title	Personnel Type	MOS Data
79R - Recruiter (ET) - SL3	Enlisted	MOS: 79R, Skill Level: SL3